

# CLINIQUE

**Clinique Launches**

**Limited-Edition Moisture Surge™**

**100H Auto-Replenishing Hydrator to Celebrate Hero Aloe Bioferment Ingredient**

**AVAILABLE AS OF MAY 2023**

Clinique announces a limited-edition Moisture Surge™ 100H Auto-Replenishing Hydrator, launching a version of the signature pink moisturizer in a limited-edition green aloe vera decorative jar and packaging to celebrate the product's hero ingredient, Aloe Bioferment. Alongside the packaging, the brand will release a virtual 3D digital experience where consumers can learn about the product ingredient transformation story, as well as the product's sustainable sourcing and packaging.

From responsibly sourced, certified Organic Aloe to the recyclable glass jar, consumers will see how their favorite pink moisturizer is actually *green*.



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## The Aloe Journey Begins

As the first-ever dermatologist-developed brand, Clinique's commitment to your skin starts with science as products are evaluated from ingredient selection and formulation to ensure they meet high standards of safety, efficacy and responsibility. For Moisture Surge 100H this begins with the aloe plant, which is responsibly sourced from farms in Mexico that grow certified organic crops and are annually inspected and approved for adhering to all organic regulations. The aloe is sourced with a commitment to fair pricing, fair working conditions, respect for the ecosystem, promotion of biodiversity and respect and betterment of local impact.

## From the Farm to Lab to Face

After the aloe is harvested, the aloe vera plant is concentrated 500 times and is then sent to the Clinique Labs. There, aloe is transformed into the powerful aloe-bio ferment through bioengineering, built on 30+ years of research in fermentation technology. This meticulous 10-step process takes over 5+ days to create a hydrating ferment. This fermentation process breaks down larger molecules into smaller ones, so they are more bioavailable for skin. As a result, our nutrient-rich ferment helps provide hydration. This leads us to the final Moisture Surge™ 100H Auto-Replenishing Hydrator, a refreshing oil-free gel-cream moisturizer that deeply hydrates, for skin that looks plump and feels more resilient. Skin is soothed with hydration in seconds, for a glow that lasts. MS100H is safe for sensitive skin, allergy tested, fragrance-free, oil-free, alcohol-free, and dermatologist tested.

## Post Purchase Engagement

Clinique continues to educate and engage with consumers through innovative and technology driven mediums, launching an exclusive Moisture Surge 100H 3D digital experience which allows users to follow along the product journey in a Clinique-inspired fantasy world, starting in the aloe fields of Mexico and leading all the way to the final Moisture Surge 100H product. Users are able to interact with different elements to discover how Clinique responsibly sources the aloe and transforms the plant with the bio-fermentation process to concentrate its benefits. This experience is brought to life through the exclusive NFC chip in the packaging specifically developed for Moisture Surge 100H. The NFC chip also links to a personalized digital analysis tool that pulls environmental data such as local temperature, pollution, and humidity. Consumers can share information about their skin and the environment their skin will be in that day, including air travel or air conditioning/heating. The digital tool will deliver a personalized analysis and provide a curated series of skincare tips.



The limited-edition Moisture Surge™ 100H Auto-Replenishing Hydrator will be available in 50ml for €38,5 exclusively as of May 2023 at Douglas while supplies last.